



WCPO

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## ORDER

Print Date 09/10/12

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Flight Dates 10/09/12-11/06/12

Contract / Revision 304458 /

Original Date / Revision  
07/12/12 09/10/12

Advertiser Mandel / Republican / US Se

Agency Strategic Media Placement

Buying Contact

7669 Stagers Loop  
Delaware, OH 43015

Product

Candidate. OH - US SEN JOSH MA

Agency Com 15%

Billing Contact

7669 Stagers Loop  
Delaware, OH 43015

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:30:00

Estimate # 2452

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes POL POL CAND

Product Codes PL

Priority P-2

Advertiser Ref

Primary Account Executive  
Daniel Baylog

Account Executive	Order%	Start Date	End Date
Daniel Baylog	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WBQC	%	
WCET	%	
WCVN	%	
WKON	%	
WKRC	%	
WLWT	%	
WPTO	%	
WSTR	%	
WXIX	%	

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	117	\$115,493.75	\$135,875.00	0.00	10/01/12	10/28/12	117	\$115,493.75	\$135,875.00
November 2012	51	\$41,161.25	\$48,425.00	0.00	10/29/12	11/06/12	51	\$41,161.25	\$48,425.00
Totals	168	\$156,655.00	\$184,300.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
N 1	WCPO	10/09/12	11/06/12	M-F GMTS 6-7a M-F GMTS 6-7a	CM	6-7a	MTWTF--	:30	3	\$600.00	P-2	0.00	NM	20	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/08/12	10/14/12	- TWTF--		3			\$600.00			0.00			
		Week: 10/15/12	10/21/12	MTWTF--		5			\$600.00			0.00			
		Week: 10/22/12	10/28/12	MTWTF--		5			\$600.00			0.00			
		Week: 10/29/12	11/04/12	MTWTF--		5			\$600.00			0.00			
		Week: 11/05/12	11/11/12	MT-----		2			\$600.00			0.00			
N 2	WCPO	10/09/12	11/06/12	M-F GMA 7-9am M-F GMA 7-9am	CM	7-9a	MTWTF--	:30	3	\$600.00	P-2	0.00	NM	20	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			



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Hiatus Dates

Original Date / Revision 07/12/12/ 09/10/12

Order Sep 00:30:00

Advertiser Mandel / Republican / US S Product Candidate. OH - US SEN JC Estimate # 2452

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 2	WCPO	10/09/12	11/06/12	M-F GMA 7-9am M-F GMA 7-9am	CM	7-9a	MTWTF--	:30	3	\$600.00	P-2	0.00	NM	20	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	- TWTF--					3	\$600.00		0.00			
Week:		10/15/12	10/21/12	MTWTF--					5	\$600.00		0.00			
Week:		10/22/12	10/28/12	MTWTF--					5	\$600.00		0.00			
Week:		10/29/12	11/04/12	MTWTF--					5	\$600.00		0.00			
Week:		11/05/12	11/11/12	MT-----					2	\$600.00		0.00			
N 3	WCPO	10/09/12	11/06/12	SA GMTS 8-9a SA GMTS 8-9a	CM	8-9a	-----S-	:30	1	\$400.00	P-2	0.00	NM	4	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S-					1	\$400.00		0.00			
Week:		10/15/12	10/21/12	-----S-					1	\$400.00		0.00			
Week:		10/22/12	10/28/12	-----S-					1	\$400.00		0.00			
Week:		10/29/12	11/04/12	-----S-					1	\$400.00		0.00			
Week:		11/05/12	11/11/12	-----					0	\$0.00		0.00			
N 4	WCPO	10/09/12	11/06/12	SU GMA 7-8a SU GMA 7-8a	CM	7-8a	-----S	:30	1	\$375.00	P-2	0.00	NM	4	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S					1	\$375.00		0.00			
Week:		10/15/12	10/21/12	-----S					1	\$375.00		0.00			
Week:		10/22/12	10/28/12	-----S					1	\$375.00		0.00			
Week:		10/29/12	11/04/12	-----S					1	\$375.00		0.00			
Week:		11/05/12	11/11/12	-----					0	\$0.00		0.00			
N 5	WCPO	10/09/12	11/06/12	SU GMTS 8-9a SU GMTS 8-9a	CM	8-9a	-----S	:30	1	\$400.00	P-2	0.00	NM	4	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S					1	\$400.00		0.00			
Week:		10/15/12	10/21/12	-----S					1	\$400.00		0.00			
Week:		10/22/12	10/28/12	-----S					1	\$400.00		0.00			
Week:		10/29/12	11/04/12	-----S					1	\$400.00		0.00			
Week:		11/05/12	11/11/12	-----					0	\$0.00		0.00			
N 6	WCPO	10/09/12	11/06/12	SU 9-10a SU9-10a	CM	9-10a	-----S	:30	1	\$800.00	P-8	0.00	NM	4	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S					1	\$800.00		0.00			
Week:		10/15/12	10/21/12	-----S					1	\$800.00		0.00			
Week:		10/22/12	10/28/12	-----S					1	\$800.00		0.00			
Week:		10/29/12	11/04/12	-----S					1	\$800.00		0.00			
Week:		11/05/12	11/11/12	-----					0	\$0.00		0.00			
N 7	WCPO	10/09/12	11/06/12	M-F 11a-12p M-F 11a-12p	CM	11a-12p	MTWTF--	:30	3	\$600.00	P-2	0.00	NM	12	\$7,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	- TWTF--					2	\$600.00		0.00			
Week:		10/15/12	10/21/12	MTWTF--					3	\$600.00		0.00			
Week:		10/22/12	10/28/12	MTWTF--					3	\$600.00		0.00			
Week:		10/29/12	11/04/12	MTWTF--					3	\$600.00		0.00			
Week:		11/05/12	11/11/12	MT-----					1	\$600.00		0.00			
N 8	WCPO	10/09/12	11/06/12	M-F 12-1p News M-F 12-1p News	CM	12-1p	MTWTF--	:30	4	\$750.00	P-2	0.00	NM	16	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	- TWTF--					3	\$750.00		0.00			
Week:		10/15/12	10/21/12	MTWTF--					4	\$750.00		0.00			
Week:		10/22/12	10/28/12	MTWTF--					4	\$750.00		0.00			
Week:		10/29/12	11/04/12	MTWTF--					4	\$750.00		0.00			



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Advertiser Mandel / Republican / US S Product Candidate. OH - US SEN JC Estimate # 2452

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 8	WCPO	10/09/12	11/06/12	M-F 12-1p News M-F 12-1p News	CM	12-1p	MTWTF--	:30	4	\$750.00	P-2	0.00 NM	16	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	MT-----			1		\$750.00		0.00			
N 9	WCPO	10/09/12	11/06/12	M-F 4-5p Ellen M-F 4-5p Ellen	CM	358-5p	MTWTF--	:30	3	\$1,500.00	P-2	0.00 NM	12	\$18,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-TWTF--			2		\$1,500.00		0.00			
Week:		10/15/12	10/21/12	MTWTF--			3		\$1,500.00		0.00			
Week:		10/22/12	10/28/12	MTWTF--			3		\$1,500.00		0.00			
Week:		10/29/12	11/04/12	MTWTF--			3		\$1,500.00		0.00			
Week:		11/05/12	11/11/12	M-----			1		\$1,500.00		0.00			
N 10	WCPO	10/09/12	11/06/12	M-F 5-530p News M-F 5-530p News	CM	5-530p	MTWTF--	:30	4	\$1,500.00	P-2	0.00 NM	16	\$24,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-TWTF--			3		\$1,500.00		0.00			
Week:		10/15/12	10/21/12	MTWTF--			4		\$1,500.00		0.00			
Week:		10/22/12	10/28/12	MTWTF--			4		\$1,500.00		0.00			
Week:		10/29/12	11/04/12	MTWTF--			4		\$1,500.00		0.00			
Week:		11/05/12	11/11/12	M-----			1		\$1,500.00		0.00			
N 11	WCPO	10/09/12	11/06/12	M-F 530-6p News M-F 530-6p News	CM	528-6p	MTWTF--	:30	4	\$1,500.00	P-2	0.00 NM	16	\$24,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-TWTF--			3		\$1,500.00		0.00			
Week:		10/15/12	10/21/12	MTWTF--			4		\$1,500.00		0.00			
Week:		10/22/12	10/28/12	MTWTF--			4		\$1,500.00		0.00			
Week:		10/29/12	11/04/12	MTWTF--			4		\$1,500.00		0.00			
Week:		11/05/12	11/11/12	M-----			1		\$1,500.00		0.00			
N 12	WCPO	10/09/12	11/06/12	M-F 6-630p News M-F 6-630p News	CM	558-630p	MTWTF--	:30	5	\$1,500.00	P-2	0.00 NM	20	\$30,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-TWTF--			5		\$1,500.00		0.00			
Week:		10/15/12	10/21/12	MTWTF--			5		\$1,500.00		0.00			
Week:		10/22/12	10/28/12	MTWTF--			5		\$1,500.00		0.00			
Week:		10/29/12	11/04/12	MTWTF--			5		\$1,500.00		0.00			
Week:		11/05/12	11/11/12	-----			0		\$0.00		0.00			
N 13	WCPO	10/09/12	11/06/12	SU 6-7p News SU 6-7p News	CM	558-7p	-----S	:30	1	\$1,000.00	P-2	0.00 NM	4	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S			1		\$1,000.00		0.00			
Week:		10/15/12	10/21/12	-----S			1		\$1,000.00		0.00			
Week:		10/22/12	10/28/12	-----S			1		\$1,000.00		0.00			
Week:		10/29/12	11/04/12	-----S			1		\$1,000.00		0.00			
Week:		11/05/12	11/11/12	-----			0		\$0.00		0.00			
N 14	WCPO	10/09/12	11/06/12	M-F 730-8p The List	CM	The List 730p-8p	MTWTF--	:30	3	\$600.00	P-2	0.00 NM	12	\$7,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-TWTF--			2		\$600.00		0.00			
Week:		10/15/12	10/21/12	MTWTF--			3		\$600.00		0.00			
Week:		10/22/12	10/28/12	MTWTF--			3		\$600.00		0.00			
Week:		10/29/12	11/04/12	MTWTF--			3		\$600.00		0.00			
Week:		11/05/12	11/11/12	M-----			1		\$600.00		0.00			
N 15	WCPO	10/09/12	11/06/12	Thursday Prime B Thursday Prime B	CM	9-10p	---T---	:30	1	\$6,500.00	P-8	0.00 NM	4	\$26,000.00

													<u>Totals</u>		
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount	
N15	WCPO	10/09/12	11/06/12	Thursday Prime B	CM	9-10p	---T---	:30	1	\$6,500.00	P-8	0.00 NM	4	\$26,000.00	
				Thursday Prime B											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	---T---			1		\$6,500.00		0.00				
Week:		10/15/12	10/21/12	---T---			1		\$6,500.00		0.00				
Week:		10/22/12	10/28/12	---T---			2		\$6,500.00		0.00				
Week:		10/29/12	11/04/12	-----			0		\$0.00		0.00				
Week:		11/05/12	11/11/12	-----			0		\$0.00		0.00				
												<b>Totals</b>	168	\$184,300.00	